

# You are invited to become a Let's Talk Month Partner!



## What is Let's Talk Month?

Let's Talk Month (October) is a national campaign that promotes parents as their children's primary sexual health educators. The campaign first started in 1975 as the National Family Sexuality Education Week (NFSEW) by Dr. Sol Gordon, a professor of sociology at Syracuse University. It was intended to be a week long social awareness and education campaign to help colleagues and organizations support parents in their role as the primary sexuality educators of their children. Washington D.C. based organization Advocates for Youth has since taken the lead nationally to promote what is now called Let's Talk Month (LTM).

Teenwise Minnesota provides the leadership in Minnesota for a statewide LTM campaign.

## Why should you become a partner?

Let's talk Month is an opportunity for you to demonstrate to the public your belief that young people need to receive accurate and reliable sexual health information and to create the awareness that kids **want** to learn about sex from their parents and that parents actually do have the **most influence** over their children's decisions about sex. If you have always wanted to get the parents of the young people who you serve involved in your programming, Let's Talk Month is the perfect jumping off point! Your organization's participation will give the campaign a greater reach and will get its key messages in front of more people. More young people will receive the information and support they need to become healthy and contributing adults.

## How can you participate?

There are many ways for you to participate in Let's Talk Month depending upon the resources your organization has available to invest. The only qualifier is that what you do supports LTM's key messages: young people need to receive accurate and reliable sexual health information; they want to receive it from their parents; and parents do have enormous influence over their children's decisions about sex.

Here's the "short" list of ideas:

- Use the LTM graphic on your website and/or program materials (available from Teenwise Minnesota)
- Print and distribute the "October is Let's Talk Month/Ten Tips for Parents" article available online at <http://www.teenwisemn.org/Documents/LTM/NewsletterArticleTemplate.pdf> to the parents of the youth who you serve or any audience of adults
- Plan a one-time activity or ongoing program that will bring young people together with their parents to talk about sexual health topics.

## Next step?

Complete the Participation Form and let us know how you will be participating. We will add your organization's information on the Let's Talk Month calendar which will be posted at Teenwise Minnesota website. The participation form can be emailed to [teenwisemn@teenwisemn.org](mailto:teenwisemn@teenwisemn.org).

**TEENWISE** *The source on adolescent sexual health and parenting*  
MINNESOTA